

## Women's Language in the Devil Wears Prada Movie Script By David Frankel

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### ABSTRACT

This study aimed to investigate and describe woman's language in the main characters *The Devil Wears Prada* movie script. The research question is "what are the features of woman's language described in *The Devil Wears Prada* movie script by David Frankel"? The Objective of this research is to describe ten types woman's language features used by main characters in *The Devil Wears Prada*. The Source of this data is taken from movie script. The method used in this study was qualitative descriptive to analyze the data Lakoff's theory. The data were taken from conversations uttered by the main characters of "*The Devil Wears Prada*" movie script. The data collected by downloading, watching, (pausing and annotating, Reading), (coding and classifying data), The techniques of data analysis were presenting, describing, interpreting, analyzing, and concluding the data. Based on discussion, the researcher found several conclusions after analyzed this movie script. The researcher found ten types woman's language used by the main characters in *The Devil Wears Prada* movie script there are lexical hedges fillers (3 data), tag questions (2 data), rising intonation on declaratives (2 data), Empty Adjective (2 data), Avoidance of strong swearwords (3 data), Emphatic stress (2 data), super-polite form (2 data), precise color term (1 data), and intensifiers (2 data), and hypercorrect grammar (1 data) of the 20 data that are related to woman's language found in this movie script. This proves that women's language exists on the conversations between the main characters in this movie script.

**Keyword :** Sociolinguistic, Woman's Language, movie script

### INTRODUCTION

Language is both a system of communication between individuals and a social phenomenon. The area of language and society is intended to show how our use of language is governed by such factors as class, gender, race, etc. The research of language and society can be dated to about the middle of the twentieth century. The connection between language and society is tightly anchored. The relationship of the two is deeply rooted. Language performs various functions in the society and the society does the same way. If one will not exist, the other one will be affected. Language is the primary tool for communication purposes, for establishing peace and order in our society, for showing authority and power, and for attaining goals and objectives. But it can also destruct the society if it will use inappropriately. It must follow the conformity governing the society to avoid conflicts and to meet the boundary of individual differences. (Hickey, 2007:) Language and gender are an area of study within sociolinguistics, applied linguistics, and related field that investigates varieties of speech associated with a particular gender, or social norms for such gendered language use. Wardhaugh (2002). Stated that a major topic in sociolinguistics is the connection between structures, vocabularies, and ways of using particular languages and the social roles of men and women who speak the language. Issues about gender and language have a long history but its status as fields of research developed alongside the second wave of feminism during the 1960s and 1970s (Weatherall, 2002). Based on these issues, this article will explain; the term sex and gender, dominance and difference, gender and speech style, speech practices associated with gender, and cross gender conversation.

Woman's language is language that signifies the characteristics of women such as avoids direct and forceful statements, and relies on conforms that conveys hesitation and uncertainty, because someone's language shows their role in the society, women should have certain speech features to be shown in their society. Lakoff (1975) suggests that there are universal characteristics of woman's language and the way in which women are expected to speak. Lakoff identified ten types of speech features that commonly used by women than men. They are lexical hedges or fillers, tag question, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect, grammar, super polite forms, avoidance of strong swear words, and emphatic stress.

In the research, the researcher believes that using ten types of women's Language Features in the main character on a movie script, this film tells Andrea is an aspiring journalist who just came out of Northwestern University. Despite his disregard for the fashion industry, he got a job as a junior personal assistant for Miranda Priestly, editor in chief of Runway magazine, a job that "will be killed by millions of girls". Andrea plans to accept Miranda's excessive demands and embarrassing treatment for one year in hopes of getting a job as a reporter or writer elsewhere. Miranda is a boss in the Runway magazine office and she is famous for

being a very perfectionist. At first, Andy just dabbled in the job and he also didn't fit in with his gossiping and fashion-conscious colleagues, especially Miranda's senior assistant, Emily Charlton. However, he found art director Nigel helped him in fashion, and gradually learned his responsibilities and began to dress more stylishly to show his efforts and commitment to the position. Andrea always performs the tasks well that are ordered by Miranda so Miranda trusts Andrea especially to take valuable books at Miranda's house. The reason why the researcher chooses the title of this study is that *The Devil Wears Prada*, there are conversations where the characters converse to each other using the characteristics of women's language. Thus, the researcher would like to deeply investigate and further explore how women's language in *The Devil Wears Prada* movie script. The researcher also hopes this research provides an example of the women's language used in films. Thus, the researcher suggests exploring the theory of woman's language, especially to the ten types of woman's language itself. The reader can also be advised to further explore and analyze conversations that contain a women's language.

## RESEARCH METHODOLOGY

In this research, the researcher applied the qualitative content analysis method. The method conducted by compiling and analyzing the data taken from many resources related to this research. The source of the data in this study comprised in two types, they are from the movie script and the data from Audio Visual data, that is the movie *The Devil Wears Prada*. There are procedures that used when collecting the data, they are downloading, watching, pausing and annotating, Reading, coding and classifying data. The researcher also used some procedures to analyze the data such as presenting the data, interpreted the data, Describing data, and making concluding the result of an analysis of each data by answering the research question that is used what are the types of woman's language features

## FINDINGS AND DISCUSSION

### Lexical hedges or fillers

Lexical hedging as one of characteristic of women's speech features. It refers to the frequent use of such as well, you see, sorta/sort of, like, you know, kinda/kind of, like, I guess, I think, and it seems like.

Emily : *I hope you know that this is a very difficult job.*  
*Mm-hmm. For which you are totally wrong. (p.83)*

Emily : And if you mess up my head is on the chopping block. Now, hang that up. Don't just fling it anywhere.

In this conversation above is about, Emily, in an angry condition, told Andy who had just come from the office with the coffee she was holding, Emily came over to Andy, Emily told Andy that this work was very dangerous because if someone made mistakes, everyone would be impacted, especially for the company. She was told in such ways that would not hurt her feelings.

In this case, the researcher finds one of the woman's types of features such as Lexical Hedges or fillers, that **"you know"**. This phrase means that the character here is showing hesitation towards her opinion about this particular issue, about Andy working on this publishing company. Emily doesn't want to hurt Andrea's feeling by her opinions.

### Tag Question

The tag question is a syntactic device listed by Lakoff which may express uncertainty (Holmes, 1992:318). We find that syntactically too women's speech is 11peculiar. There is no syntactic rule in English that only women may use. But there is at least one rule that a woman will use in more conversational situations than a man. This is the rule of tag question formation (Lakoff, 1973:53).

Andy : Hello?  
Emily : Where are you?  
Andy : Oh, I'm almost there. Yeah. Shoot! Oh!  
Miranda : *Is there some reason that my coffee isn't here?* (p.83)  
Has she died or something?  
Emily : No God.  
Emily : Oh. Bloody time

In the conversation above, Emily worries about Andy that hasn't arrived at the office on time before Miranda arrives but Miranda is already in the office before Andy, and finally Miranda asks Emily why the coffee isn't in the room, with fear Emily calls Andy to ask where she is. Emily had previously told Andy to stop by for coffee for Miranda, Miranda soon asks for Andy's coffee to arrive and deliver coffee.

The conversation above which shows the word **"isn't here?"** has the meaning which is the types of woman's language that is Tag Question, in her expression Miranda re-asked Emily's existence of the copy by using the Tag Question, question is used to convince herself which meant repeating question, that the speaker seems to have two answers.

### Avoidance of strong swear words

Eckert (2003) Swearword is a kind of interjection or exclamation to express anger with extreme and has been considered a powerful expression (p, 181). This is seen as a powerful language and sometimes really can achieve impressive effects. It is also considered not suitable for use by women and children. The use of a swear word often associated with men than women because men are more often used in his speech. In other words, swearing or cursing is a pure male habit so that the use of a swear word synonymous with the typical male language.

Emily : *Mm-hmm. For which you are totally wrong. And if you mess up, my head is on the chopping block. Now, hang that up. Don't just fling it anywhere. Okay First of all, you and I answer the phones. The phone must be answered every single time it rings. Calls roll to voice mail, and she gets very upset .If I'm not here- Andrea, Andrea, you are chained to that desk. (p.83)*

Andy : Well, what if I need to

From the dialogue above, Emily is angry at the delay in bringing down coffee for Miranda, when Andy arrives at Emily's office, she immediately approaches Andy to get coffee while scolding her and staring into her eyes. She just listens to what Andy said by Emily without commenting at all, Emily explains about other tasks and every morning Andy has to buy coffee Miranda.

The statement "**And if you mess up, my head is on the chopping block**", is one of the characteristics of avoidance of strong swearwords. The sentence Emily said refers to avoiding the harsh words indicated by this category as words without loud sentences so that the listener is not offended.

### Empathic Stress

Emphatic Stress is a typical of special stress that is given by the speaker to some word in a sentence, usually to single out, compare, correct or clarify things. The researcher found 3 utterances of women's language features that include in avoidance emphatic stress features. There are some examples of statement that contains women's language features and identifies as Emphatic stress features.

Jacquelin : Surprise.

Miranda : *Quelle surprise. Oh, wonderful. We're so happy you were able to come to our little gathering. (p.100)*

On the data above, Miranda who is at the event meets with famous people and among the people seen Jacquelin with Mr. Ravist walks to Miranda to say hello, even though Miranda and Jacquelin do not like each other but in the event, they greet each other with well.

Miranda's conversation is "Oh, wonderful. We're so happy you were able to come to our little gathering", from Miranda's words the word "**wonderful**" which is a type of Emphatic Stress is a kind of pressure that shows the characteristics of women's language, women tend to use the words that give emphasis on speech to

strengthen the meaning of a greeting itself. So, Miranda uses an adjective Wonderful to express her gratitude for Jacqueline's attendance.

### **Intensifier**

Intensifier is a vocabulary that is used to emphasize an utterance which is used to give emphasis or affirmation of meaning in a sentence. Vocabulary that is classified into intensification of pollination only serves as strengthening the meaning but to also weaken the meaning of other words in a claim. The word commonly used in the intensifier is adverb.

*Miranda : I don't understand why it's so difficult to confirm an appointment.*

*Emily : I know. I'm so sorry, Miranda. I actually did confirm last night. (p.80)*

From the conversation above it appears that Miranda, who has just arrived at the office, is immediately welcomed by Emily when Miranda also scolds her, looking disappointed, mixed in annoyance because Emily fails to confirm an appointment that is sent by Miranda, so when Emily apologizes and explains the reason, but Miranda doesn't want to know Emily's reasons.

Based on the statement, Miranda uses intensifier features. It is clear because in the statement above there is the word "so" that can indicate intensifier feature. It has a function the word after it to make people more certain of the meaning. And from the conversation is shown that Miranda and Emily use the word "so" to strengthen their statement.

### **Empty adjectives**

In Lakoff's opinion (cited in Cameron, 1990:226-227), if a man uses the women's adjectives, it will damage his reputation. On the other hand, a woman may freely use the neutral words. However, a woman's use of 'women's words' is without risks. Where a woman has a choice between the neutral words and the women's words, as man has not, she may be suggesting very different things about her own personality and her view of the subject matter by her choice of neutral and women's language.

*Emily : Yet I am in charge of her schedule. Her appointments and her expenses And, um, most importantly um. I get to go with her to Paris for Fashion Week in the fall.*

*Emily : I get to wear couture. I go to all the shows and all the parties. I meet all of the designers. It's divine. Okay. Now, stay here. I'm going to the art department to give them the Book. (p.83)*

From the data above, Emily tells Andy the difference in their duties in the office and also Emily will go to Paris to attend fashion week in the fall with Miranda. This is Emily's plan from the past and she can't wait to wait for that day,

Emily tells Andy that she will wear very good clothes, she will meet all the great fashion designers at the event.

In the dialogue, it is found that the word she uses indicates a type of female language. Where in the words there is the word "**divine**" this word is a category of words Empty Adjective this type is often used by women who have the same meaning but have different emotional values with men. This means beyond amazing, used a lot by women.

### **Super polite forms**

Lakoff (1975) states that a request may be in the same sense a polite command, in that it does not overtly require obedience, but rather suggests something is done as a favor to the speaker. Women prefer to use polite language than men. There are some examples of statement that contains women's language features and identifies as super polite feature.

Miranda : *Please. It's just, I don't know- drizzling. Someone must be getting out. Call Donatella. Get her jet.* (p.89)

Andy : Call everybody else that we know that has a jet. Irv?

Miranda : Call every- This is your responsibility. This is your job Get me home.

The conversation above, Miranda asked Andrea for help while on the phone. Miranda asked for the flight if it was ready there. When hearing the words of Andrea on the telephone that she had not gotten a flight because of bad weather there was a storm, she was upset and immediately told Andrea to keep looking because she had to go home even though Andrea had told Miranda that there was a storm tonight, there wasn't a single flight but Miranda who didn't want to know told Andrea to her relatives to borrow a private jet. Miranda reminded Andrea that this was her responsibility and her job, Andrea was confused and did not say much and only said that she would try.

From the data above Miranda uses the word "Please. It's just, I don't know drizzling. Someone must be getting out. Call Donatella. Get her jet" this type is the Super polite form is also a must question but women use it politely, Miranda requests a flight to Andrea, but Miranda speaks politely using the word "please" Miranda who asks for help to Andrea by suggesting something must be done as help for themselves, Miranda also uses "**please**" in order to sound less demanding while she is requesting something.

### **Precise color term**

Lakoff (cited in Wardhaugh, 2006:318), claims that women use color words like mauve, beige, aquamarine, lavender, and magenta but most men do not. Fine discrimination of color is relevant for women, but not for men. Men find such

discussion amusing because they consider such a question trivial, irrelevant to the real world.

Andy : No. No, no. Nothing's, You know, it's just that both those belts look exactly the same to me. You know, I'm still learning about this stuff and, uh-

Miranda : *This stuff? Oh okay I see. You think this has nothing to do with you. But what you don't know is that that sweater is not just blue. It's not turquoise. It's not lapis. It's actually cerulean (p.87)*

The conversation above took place between Andy and Miranda in a dressing room in the room where there are other employees, Andy is scolded by Miranda and is explained directly about the belt that Andy laughs about, that the belt looks exactly the same. She also tells Miranda that she is still learning about this fashion, Miranda is looking annoyed at Andy.

The Conversation happened between Miranda and Andrea. From the conversation, there are words can indicate precise color term; "**Turquoise, lapis, and cerulean**". Turquoise is sometimes described as a mixture of pale blue and green. Layer is a deeper mid-tone blue with an intense amount of purple, creating the rich color favored by Cleopatra. Cerulean is a range of colors from deep blue, sky-blue, bright blue, or azure to deep cyan. From the explanation above, this types of precise color term. The aim of the function is to convey the code analysis where the code is misunderstood and needs correction or clarification. So, from the conversation, Miranda explains the color of Andrea's sweater is not blue. But it is cerulean. Cerulean, lapis, and turquoise are the names of colors from the blue. This shows that women tend to use different ranges of color vocabulary compared to men.

### **Hypercorrect grammar**

Lakoff (cited in Holmes, 1992:314), stated that hypercorrect grammar is the consistent use of standard verb forms. Lakoff said that hypercorrect grammar involves an avoidance of terms considered vulgar or coarse, such as 'ain't', and the use of precise pronunciation, such as sounding the final 'g' in words such as 'going' instead of the more casual 'goin'.

### **Data 20**

Miranda : *Fine. And, Andrea, I would like you to deliver the Book to my home . Have Emily give you the key. (p.94)*

Andy : Mm-hmm.

The conversation above shows where Miranda is talking to Andy, Andy who at that time tells Miranda that she has sent a message in the equipment section, Miranda tells Andy to bring the book tonight to her house.

Miranda's sentence "**Fine. And, Andrea, I would like you to deliver the Book to my home**", she uses this utterance to tell Andy to deliver the book tonight, the sentence shows the type of hypercorrect grammar, which is a women's



language, this type has the intention that women use grammar without abbreviations in a polite and gentle way. She tells Andy because she wants her utterance to be polite, and being polite is the characteristic of women's language

## **Conclusion**

After analyzing the findings and discussion of *The Devil Wears Prada* movie script by using Lakoff's theory, the researcher concludes that there are women's language features that are found in this movie script, *The Devil Wears Prada* by David Frankel. The researcher discovers ten features of woman's language by the main characters namely lexical hedges fillers (3 data), tag questions (2 data), rising intonation on declaratives (2 data), Empty Adjective (2 data), Avoidance of strong swearwords (3 data), Emphatic stress (2 data), super-polite form (2 data), precise color term (1 data), and intensifiers (2 data), and hypercorrect grammar (1 data) the total of the data there are collected in the movie script are 20 data.

Women's language is proven to be able to analyze this movie script, *The Devil Wears Prada*, because the researcher has been able to find women language features based on Lakoff's theory. Women's language is oftenly used in this movie script because there are women that are involved in the conversations.

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